

**9 Secrets of
of the Top**

1%

**of Amazon
Sellers**

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9 Secrets of the Top Ecommerce/Amazon Sellers

Many sellers do \$1,000,000's in sales every month. Yes, you read that correctly, every month!

If we're very conservative and assume an average of 30% profit margin less another 5% to overheads (because when running an operation of that size, they will certainly have staff and offices)

So that would leave a 25% net, net profit margin. 'Net, net' means after all expenses.

Assuming those figures, a seller doing one million dollars in sales every month, will make **a net profit of \$250,000 per month**. But even being really, really conservative and assuming a mere 10% in profits. That's still a cool \$100K every month. Could you live with that? 😊

Statistics tell us that **more and more people are choosing to buy online and ecommerce is growing exponentially year on year.**

When you start selling physical products online, you have three choices:

1. You want to create an extra income stream, maybe quit your job and have more free time to spend with family.
2. You want to build an empire, grow a huge operation and make millions in profits.
3. Something in between!

Something in between could be anything from \$10,000 per month in profits, to \$50,000 and most of us would fall into that category. You can still do this working from an office or spare room in your home and possibly with one or two outsource workers.

By knowing the secrets of the top sellers, you can 'prime' yourself for whatever level of success you want to achieve.

So here we go!.....



Top seller secret No.1

Top sellers are always looking for more selling opportunities. An average seller will be happy with a few products that are selling well enough to make them a steady income. Top sellers never sit on their assets. Instead they spend a lot of time researching online for additional hot selling products and niches



Top seller secret No.2

Use profits to scale up. Most sellers **start small and build up** from there. Some do it faster than others and the smart ones will use their profits in the early days to invest in resources and to outsource some of the day to day tasks.

Top seller secret No.3

Selling **items that people replace frequently**, or items that a LOT of people buy. For example, cleaning products, such as trash bags, cleaning cloths, mops etc. These are items that people buy again and again. Plus, every household buys cleaning products. This is just one example, there are 10's of 1000's more.

Top seller secret No.4

Top sellers only **sell quality items**. They're in it for the long haul. It's better to sell quality products that people expect to pay more for. By selling quality products you will get repeat sales, referrals and great reviews. All these things will drive your sales even higher. The opposite is true if you sell poor quality stuff.



Top seller secret No.5

Don't get stuck in the cycle of packing and shipping orders to your customers. If you do, 70% of your time will be taken up with this menial task and it will prevent you from scaling up and moving forward.

Use FBA instead.

Top seller secret No.6



Customer service. **Top sellers always answer customer emails/messages** within 24 hours. Now, although this might seem like a bit of a bind at the beginning, it pays dividends because there is almost no problem that can't be smoothed over with great customer service. Heck, if you're banking \$1000 per week in profits, it's really no big deal to spend 10 minutes a day checking and replying to customer messages. In any case, this is one task that is very easily outsourced! When you get to the stage where your income is growing and growing, simply hire a full time VA (virtual assistant).

Top seller secret No.7

Top sellers **don't sweat the small stuff!** When you're making money, stuff happens and it's not always positive stuff. A customer is having a bad day and sends you an irate message or leaves a negative review. You run out of stock on an item that's selling well and realize that you can't get any more for two weeks, or even longer. There will always be little things that don't go according to plan and at the beginning, these little things can seem like BIG things. They're not. Unpleasant customers are part of online retail, as is running out of stock from time to time.



Top seller secret No. 8

Top sellers don't waste time with **non-income producing stuff**. This is especially true when you are first starting out. Focus on moving forward all the time by looking for ways to get more exposure for your products. Facebook is great for ecommerce and another avenue that can work well, is to use local online classified sites. Take some time each day, even if it's only 30 minutes to gain some extra exposure.

Top seller secret No. 9

Scale up as soon as possible. It's easy to get comfortable with \$1000 per week coming in and sometimes we need to push ourselves to move forward and take the next step. **Top sellers don't 'sit on their assets'**. They scale up as fast as they possibly can.



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